

Station KTNV-TV LAS VEGAS, NV

Advertiser () .HMP/AFSCME

Product HMP/AFSCME

Estimate# 2028

Buyer Laura Bassett

Phone#

Fax#

Agency () WATERFRONT STRATEGIES

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 138/143/2028

Flight Dates 10/11/2012 - 10/20/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 52,550
PLS CONFIRM ASAP
THANKS ,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/11-10/12	1	1	1	\$750.00	
	2	TH-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/11-10/12	1	1	1	\$750.00	
	3	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	10/20-10/20	1	1	1	\$450.00	
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	5	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	10/13-10/13	1	1	1	\$850.00	
	6	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	10/13-10/13	1	1	1	\$750.00	
	7	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	8	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	10/14-10/14	1	1	1	\$850.00	
	9	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	10	TH-F	9A-10A	MORNING BLEND<	:30	\$400.00	10/11-10/12	1	1	1	\$400.00	
	11	TH-F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/11-10/12	1	1	1	\$1,000.00	

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	12	TH-F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/11-10/12	1	1	1	\$650.00	
	13	TH-F	12P-1P	CHEW-ABC	:30	\$850.00	10/11-10/12	1	1	1	\$850.00	
	14	TH-F	2P-3P	GENRL HOSPITAL	:30	\$350.00	10/11-10/12	1	1	1	\$350.00	
	15	TH-F	3P-330P	MILLIONAIRE	:30	\$500.00	10/11-10/12	1	1	1	\$500.00	
	16	TH-F	4P-5P	JUDGE JUDY	:30	\$650.00	10/11-10/12	1	1	1	\$650.00	
	17	TH-F	330P-4P	ACTION NEWS @ 330	:30	\$500.00	10/11-10/12	1	1	1	\$500.00	
	18	TH-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/11-10/12	1	1	1	\$900.00	
	19	TH-F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/11-10/12	1	1	1	\$1,000.00	
	20	TH-F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/11-10/12	1	1	1	\$1,100.00	
	21	SU	6P-630P	ACTION NWS@6PM	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	
	22	TH-F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/11-10/12	1	1	1	\$850.00	
	23	TH-F	730P-8P	MILLIONAIRE	:30	\$850.00	10/11-10/12	1	1	1	\$850.00	
	24	TH	9P-10P	GREY ANTMY-ABC	:30	\$5,000.00	10/18-10/18	1	1	1	\$5,000.00	
	25	SU	7P-8P	AMERICA FUNNY HOME VIDEOS	:30	\$2,000.00	10/14-10/14	1	1	1	\$2,000.00	
	26	TH-F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/11-10/12	1	1	1	\$1,500.00	
	27	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	10/13-10/13	1	1	1	\$1,250.00	
	28	SU	11P-1135P	ACTION NWS@11P<	:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	

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	29	TH-F	1135P-1205A	NITELINE	:30	\$750.00	10/11-10/12	1	1	1	\$750.00	
	30	TH-F	5A-530A	ACTION NWS@5AM<	:30	\$450.00	10/11-10/12	1	1	1	\$450.00	
	31	TH-F	530A-6A	ACTION NWS@5AM<	:30	\$650.00	10/11-10/12	1	1	1	\$650.00	
	32	M-W	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/15-10/17	1	1	1	\$750.00	
	33	M-W	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/15-10/17	2	1	2	\$1,500.00	
	34	TH-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/18-10/19	1	1	1	\$750.00	
	35	M-W	9A-10A	MORNING BLEND<	:30	\$400.00	10/15-10/17	1	1	1	\$400.00	
	36	M-W	10A-11A	VIEW-ABC	:30	\$1,000.00	10/15-10/17	3	1	3	\$3,000.00	
	37	TH-F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/18-10/19	1	1	1	\$1,000.00	
	38	M-W	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/15-10/17	3	1	3	\$1,950.00	
	39	TH-F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/18-10/19	1	1	1	\$650.00	
	40	M-W	12P-1P	CHEW-ABC	:30	\$850.00	10/15-10/17	2	1	2	\$1,700.00	
	41	TH-F	12P-1P	CHEW-ABC	:30	\$850.00	10/18-10/19	1	1	1	\$850.00	
	42	M-W	2P-3P	GENRL HOSPITAL	:30	\$350.00	10/15-10/17	1	1	1	\$350.00	
	43	M-W	3P-330P	MILLIONAIRE	:30	\$500.00	10/15-10/17	1	1	1	\$500.00	
	44	TH-F	3P-330P	MILLIONAIRE	:30	\$500.00	10/18-10/19	1	1	1	\$500.00	

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	45	M-W	4P-5P	JUDGE JUDY	:30	\$650.00	10/15-10/17	1	1	1	\$650.00	
	46	M-W	330P-4P	ACTION NEWS @ 330	:30	\$500.00	10/15-10/17	1	1	1	\$500.00	
	47	TH-F	330P-4P	ACTION NEWS @ 330	:30	\$500.00	10/18-10/19	1	1	1	\$500.00	
	48	M-W	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/15-10/17	1	1	1	\$900.00	
	49	TH-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/18-10/19	1	1	1	\$900.00	
	50	M-W	730P-8P	MILLIONAIRE	:30	\$850.00	10/15-10/17	1	1	1	\$850.00	
	51	TH-F	730P-8P	MILLIONAIRE	:30	\$850.00	10/18-10/19	1	1	1	\$850.00	
	52	M-W	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/15-10/17	1	1	1	\$1,500.00	
	53	M-W	1135P-1205A	NITELINE	:30	\$750.00	10/15-10/17	1	1	1	\$750.00	
	54	M-W	5A-530A	ACTION NWS@5AM<	:30	\$450.00	10/15-10/17	1	1	1	\$450.00	
	55	M-W	530A-6A	ACTION NWS@5AM<	:30	\$650.00	10/15-10/17	1	1	1	\$650.00	

---REPORT TOTALS---

Report Totals: 61 / \$52,550.00

---SALES MONTHLY TOTALS---

Oct 12: 61 / \$52,550.00

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Sales Totals: 61 / \$52,550.00
Station Totals: 61 / \$52,550.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$309,118	KBLR	0%	KLAS	28%	KSNV	37%	KTNV	17%	KTUD	1%
		KVCW	0%	KVMY	3%	KVVU	14%				

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE